WINSTON Work Plan Promotion Detail

4875 SKUs ✓ 4875 SKUs ✓ TBD ✓ ✓

	WINSTON August B2G2F (DTS 8/4-8/29) 97500 Offers	WINSTON September B2G2 Ltrs (DTS 9/1-9/26) 97500 Offers	WINSTON October B2G Hat (DTS 9/29-10/31)	WINSTON December Premium TBD
I. Selling/Execution Detail				
Promotion Details	Buy 2 packs get 2 free. Includes Product Story Insert 1626 Cases	Buy 2 packs get 2 lighters. Includes Product Story Insert	Buy 2 packs get Khaki No Bull hat Includes Product Story Insert & Name Generation	Premium TBD Product Story Insert
Display Size/Load	20	20	20	20
Offer Materials - Item #	Display/POS kit with sleeves 526982	Display/POS kit with sleeves 527552	Display/POS kit with sleeves 529301	Display/POS kit with sleeves TBD
- Includes	Counter Display Pre-assembled, 20 pre-assembled sleeves, 1 DBRC	Counter Display Pre-assembled, 20 sets of 2 lighters each in sleeves with product story 1 DBRC	Counter Display Pre-assembled, 20 hats in sleeves with product story, 1 DBRC	TBD
- SKU Packing	20	20	20	20
Recommended Displays	in SKU	in SKU	in SKU	in SKU
II. ROU Detail				
Promotion #	700465	700649	700927	TBD
Allocations Available	05/07	05/07	07/01	07/01
Model Available	05/07	05/19	07/07	08/11
Allocation Adjustments to Model:	05/05- 06/13	05/19-6/27	07/07- 08/15	09/02-10/03
Templates Available:	06/16	6/30	08/15	10/03
Value-Added Transfer Deadline:	06/16- 06/20	06/30-07/11	08/18- 08/22	10/06-10/10
First Order Date:	06/16	07/21	08/18	10/13
First Delivery Date to Direct Accounts	07/07	08/4	09/01	11/03
Reporting Dates	08/04- 09/26	09/01- 10/31	09/29- 11/28	12/01- 01/30/98
SIS Reporting:	WIN AUG B2G2F	WIN SEP B2GLTRS	WIN OCT HAT	TBD
Promotional UPC	012300-70373	012300-70373	012300-70373	TBD
Product UPCs	Win FF ~~85~~ 83 Box - ~~012409100~~ 24091 Win Lt ~~85~~ 83 Box - ~~012409200~~ 24092	N/A	N/A	N/A

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Source: https://www.industrydocuments.ucsf.edu/docs/xqny0000